

# **STATE POLITICS & BREEDER ASSOCIATIONS**

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# BACKGROUND

- Pennsylvania's Thoroughbred history
- Pennsylvania Horse Breeders Association
- Pennsylvania Breeding Fund program

# GOVERNMENTAL INTERACTION

- State government – the industry's Board of Directors
- Statutes and regulations
- Impact on industry business plans
- Necessary relationships and strategies

# LEGISLATIVE ACCOMPLISHMENTS

- Increased Breeding Fund and purse moneys
- Placed racing commission into PA Agriculture Dept.
- Increased Fund incentive award percentages
- Provided for PA-Bred restricted races
- Established telephone account wagering

## LEGISLATIVE ACCOMPLISHMENTS (cont'd)

- Authorized intra- and interstate simulcasting
- Eliminated state sales tax liability
- Overrode governor's veto of OTB legislation
- Legalized slot machines at tracks

# GETTING IT DONE

- Association membership demographics
- Agricultural vs. gambling
- Ability to deliver votes
- Not overestimating association's impact

## GETTING IT DONE (cont'd)

- Know the legislative process
- Know the political process
- Know with whom the power sits
- Know shortcuts available to the process

# POLITICAL NEEDS

- Lobbying, public affairs and public relations
- Political Action Committee
- A well-versed, respected legislative champion
- Identify all direct and indirect beneficiaries
- Make the industry jargon easily understood



# STRATEGIC NEEDS

- Identify the real players inside and outside the issue
- Create trustful, lasting alliances within the industry
- Signed memorandum of understanding among players
- Designate a single spokesperson
- Meet, befriend and familiarize key legislative staffers
- Constantly monitor the process and its status

## ALONG THE WAY

- Patience is a necessary virtue
- Speed of working government is slow
- Check and re-check all legislative language
- Beware of lobbyists representing multiple clients
- Other important but unrelated issues of the session
- It ain't over 'til it's over

# FINALLY

- Sense of accomplishment
- Defeat provides foundation for a future success
- Slots took eight years to pass in Pennsylvania